

TEPP & Partners' Statewide News

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Working from Within

- Hopi Tobacco Program

Read insights from the experience of a one-man team working to gain consensus in the tribelands to join the fight against commercial tobacco "...to save our culture, tradition, and our people. We as native programs must stand firm on our use and respect of traditional tobacco...we are in full support of tobacco control in the state of Arizona and to be the leading state in this campaign nationally."

--Eldon Kalemsa, full article ► p7

Capacity Building Through Training

Maricopa County's Tobacco Use Prevention Program (MACTUPP) provides several interactive trainings geared towards assisting schools across Maricopa County in the implementation of effective, evidence-based tobacco use prevention programming. The trainings are hands-on, activities-based and free of charge. Teachers, counselors and administrators participating in the program can learn basic prevention skills, gather valuable up-to-date tobacco information, and learn the concepts of addiction. Participants are also given the opportunity to gain the required skills and knowledge to build capacity within their own school districts through grant writing workshops. There are also trainings directed specifically to youth that encourage students to become advocates and leaders on their own campuses and within their communities. These trainings are just one more way that MACTUPP is able to support the tobacco use prevention efforts of more than 425 schools in Maricopa County. ► p7

HALLOWEEN AT WORK

The staff at ADHS TEPP participated this year on a judged Halloween contest. The theme chosen was Slumber Party and was accompanied



PS -That's Wayne Tormala, Bureau Chief of ADHS TEPP in the pagoda hat!

by facial masks, pillows, blankets, and getting to wear pajamas with comfy slippers for one day at the office. Please feel free to share your own Halloween office stories, email to sloanc@azdhs.gov. ■

New evidence exposes dark effects of cigarette smoke

A few months ago Marsha's family had to put their mother in an assisted living facility. They weren't able to care for her after the passing of their father. Marsha's parents were both smokers and lived in her house for about 5 years, enough time for the cigarette smoke to cover the white walls with yellow stains permanently.

Marsha sent pictures to ADHS TEPP of her walls showing damage caused by cigarette smoke. She hopes they can be used for educational purposes of the effects of cigarette smoke. Contact: sloanc@azdhs.gov ■



PHOTO: J.D. BROWN AND SON, LANE.

"LANE WAS MY MOTIVATION TO QUIT", SAID J.D.

Coconino News -- A Tobacco Free Hero

J.D. Brown was one of the many participants in Coconino County's six-week FreshStart Quit Tobacco Programs. J.D. began chewing tobacco in the 3rd grade because he wanted to be like his dad. He continued to use chew throughout high school, playing football and getting involved in rodeo events. Later he switched to cigarettes.

After he married and had a child, J.D. was motivated to quit tobacco for the sake of his son, Lane. He also was motivated because he wanted to get a motorcycle. "I'm really glad I went to the group. My family supported me, but I felt extra understanding from the others in the support group who were experiencing the same things that I was. And the patches helped big time—I couldn't have done it without them. I really didn't have any unmanageable cravings with them and I wasn't such an (bleep!) to others while I was quitting," says J.D.

After a few "practice" quits, J.D. quit for good on October 30, 2005 and has been tobacco-free ever since. "I feel much healthier now, it's easier to breathe and I've saved a lot of money. I also reward myself for not smoking by riding my new dirt bike. I would definitely recommend the Quit Tobacco Program to anyone who wants to quit tobacco. It makes it a lot easier on everyone." Congratulations J.D.!—WAY TO GO! ■

Wolf Found in Pinal County

Coconino's newest staff member, Naomi Chavez comes with a wealth of experience and something not everyone else has - a big bad wolf costume (complete with pockets containing three little pigs). The students at a recent summer program were thrilled to hear the American Cancer Society's version of the classic story, entitled "Huff and Puff". (In this version, the big bad wolf is a smoker. Therefore the pigs have no reason to fear that their homes will be blown down.) After the program, the students were treated to an appearance by the wolf himself - now a former smoker, thanks to our cessation program. In fact, the wolf has even made friends with the three little pigs who supported his quit attempt. ■



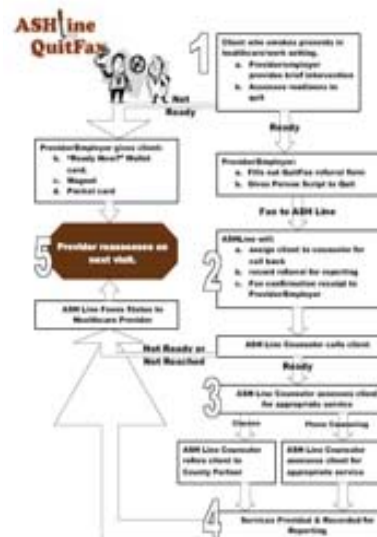
PHOTO: NAOMI CHAVEZ + WOLF COSTUME

ASHLine QuitFax catches on!

The ASHLine QuitFax has far surpassed the hopes for its growth in one year. With the coordinated efforts of ASHLine Outreach Coordinators, AZHealthLinks, Pfizer, the Local Projects and the Healthcare Partnership there were nearly 600 referrals in the month of August. This is twice the projected number of referrals for the ASHLine. That trend continued for September as well. There were some bumps as the addition of Chantix to the medication benefit kicked off. The regular meetings with Pfizer reps helped get that under control very quickly and now the physicians out there are getting it. With GASO and the New Year right around the corner, we expect to see the trend continue.

Good news with our healthcare partners, too. El Rio Clinics spread out in Pima County made a commitment to having all tobacco users screened and referred last year. This type of dedication led to El Rio being the number one referral system in the State for the first year of the renewed QuitFax Program. Although many of these folks choose not to receive services, at least we know they are getting one brief intervention from a healthcare worker and then at least one intensive intervention from an ASHLine Intake person. ASHLine will be presenting the Medical Directors with a special certificate recognizing this outstanding effort to get more tobacco users to the service lines.

Carondelet Health Systems has expanded their reach in being smoke-free. All four of their hospital campuses have moved to smoke-free status, and now all the contracted medical practices are doing so as well. They have chosen to use the ASHLine QuitFax Program as their primary referral source knowing that all of their patients receive an introduction to the comprehensive services offered through ADHS TEPP partners, whether it be telephone coaching, local or community program classes or both. Combined with the medication discounts, this is seen by their staffs as the best option. This is the first system in Arizona that has taken the message to patients in both hospital and outpatient settings. ■



New day for the Paiute Indians

This year at the Kaibab Band of Paiute Indians's Heritage Days Powwow, designated smoking areas were established and respected by all attendees. This was a first for this community. Throughout the two day event, the announcer gave repeated messages of the dangers of secondhand smoke and directed attendees to the designated smoking areas.

The Tobacco Prevention Program also hosted an information booth at the powwow and had a lot of visitors. They gave away Ashline information as well as information on Secondhand smoke. The booth experienced a great deal of activity as they had not only beneficial “Quit” information, but also desirable give away items for all ages. ■



MACTUPP
receives **f o u r**
Hemmy Awards!

MACTUPP received four Hemmy (Health Education Media Makers Yearly) Awards. They were presented Wed., Sept 5th at the AzPHA conference in Sedona.

Receiving Honorable Mention awards were the Faux Prescription Pads campaign with Fry's and Bashas and Extreme Ignite Makeover, a 18-24 college campus campaign. Tobacco PAL (Prevention Accessory Lesson) received a Second Place award, and Baseball Spring Training campaign received a First Place award. We would like to thank all staff who created and serviced and submitted these programs. ■

ADHS TEPP UPDATE

"Knowing is not enough; we must apply. Willing is not enough; we must do." - Goethe

It was only three months ago that ADHS TEPP Bureau Chief Wayne Tormala first announced and embarked on an exciting campaign to engage stakeholders at the local, state, and national levels to create a national model of effective tobacco control. To keep the promise that "no stone goes unturned," the staff at ADHS TEPP has been busy on many fronts, and are excited by the renewal of hope and energy that is being witnessed across Arizona as three major forces are converging to propel the future of tobacco control in the State:

- 1) the input of Arizonans; To date, 35 community forums across a broad range of communities and populations have been conducted, 30 focus groups with youth and adult smokers have been scheduled, and nearly 100 people have used the online forums.
- 2) the influence of two new reports from CDC and Institute on Medicine recommending a shift from individual to community and social practices; and
- 3) being selected to host the 2009 National Conference on Tobacco or Health (NCTOH) with high expectations to host up to 5,000 healthcare professionals and advocates.

Next steps are for the Strategic Planning Workgroup to convene and digest all the information brought forth by all these avenues and present a new plan to all stakeholders in 2008. To read the full article, please visit www.betobaccofree.org, and click on Journal Entry #3. ■



2009 NCTOH in Phoenix
Arizona
is the future of
Tobacco control

Marketing Update



Mary Ehler
ADHS TEPP Marketing Director

As you've heard by now, the next National Conference on Tobacco or Health (NCTOH) will be held in Phoenix June 10-12, 2009. Some of ADHS TEPP's staff had the opportunity to spend two days prior to the 2007 NCTOH recently held in Minneapolis to observe the operations side of the NCTOH Conference. Our hosts from Danya International, Inc. showed us the inner workings of the 3,200 person conference. NCTOH is initiated by the Centers for Disease Control and Prevention, Office on Smoking and Health and the National Cancer Institute. Danya International, Inc. spearheads the conference. The NCTOH Steering and Planning Committee (made up of members nationwide) also play a major role in the success of this conference.

We at ADHS TEPP will be working diligently with the NCTOH Steering Committee to get corporate sponsorship

of the 2009 Conference and to plan an event with global and multicultural perspective. Our vision is to broaden the scope of the NCTOH Conference by highlighting the success of our diverse community partners. Focusing on the cultural and heritage of Arizona and the unique relationships with tribal nations and Mexico, we in Arizona will help catapult the NCTOH Conference to the next level!

We will need your help! Your enthusiasm and energy at the last Partner's Meeting really helped to land the NCTOH 2009 in Phoenix. As we begin planning in early 2008 for the event, we will be contacting you to tap into your expertise. Thank you in advance for your willingness to help! We will be discussing this in greater detail at our Partner Meeting Dec. 4; if, before then, you have ideas or suggestions for NCTOH 2009, please send me an email at Ehlertm@azdhs.gov. ■

A note from an Ex-Smoker...

I had my annual check up with my doctor last week. We celebrated a very special date. I would like to send more thanks to you reminding you of what we all accomplished on August 11th of 2006. Yes, the smoker who puffed her life away for fifty years is still SMOKE FREE as we approach my anniversary date.

I was so underweight due to the stress of my husband's illness and passing. I am happy to report that during this year I have come from 92 pounds up to 112 pounds. I look and feel so much better. Two friends have also gone on Chantex, saying that if Barb can do it after fifty years, they can do it! And they did!

I will turn seventy in November. Now I am looking forward to a longer, quality life without cigarettes. After you have read this, please put in on the blog to help others who are attempting to be SMOKE FREE.

By the way, it is interesting how much money I have saved. \$4.69 estimated retail price per pack of cigarettes Cost per year at 1 pack per day: \$1,711.85

I truly appreciate your program.

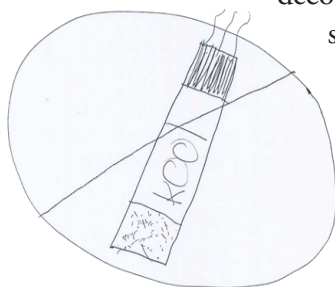
Sincerely,

Barbara Redmond

Anti-smoking woman caught reaching out to school kids

Sue Briody, from ADHS TEPP, received over 40 Thank-You cards from 12 - 13 years old school children whom she provided education on the harmful effects of tobacco and second-hand smoke. "It was a unique opportunity to reach kids who will be under a lot of peer pressure as they approach their highschool years," said Sue. In one day, she talked to over 180 kids at their school science laboratory. The cards received were

decorated with no-smoking symbols and drawings made by the kids. Some of the messages included "I will remember to don't smoke", "Smoking Not Kool", and "I will never smoke." ■



Native American Basketball Invitational

Rez ball (basketball) has been around for a long time and is a favorite sport among American Indian youth. For the past five years, the NABI event has brought hundreds of American Indian families together to cheer on their athletic sons, daughters, nephews and nieces. In July 2007, the NABI hosted 80 teams (40 boy's team and 40 girl's teams) for one of the largest national Native American Tournament, here in Phoenix, Arizona. A majority of the teams were from the state of Arizona, while some teams traveled as far as Idaho and Oklahoma.

This year NABI became the first "All Native American Tournament" certified by the National Collegiate Athletic Association (NCAA). Through sponsorship by ADHS TEPP, the Inter Tribal Council of Arizona, Inc (ITCA), Community Tobacco Prevention and Education Program (CTEPP) and Native Health Tobacco Program provided a tobacco education table full of displays and brochures for young athletes and their families at various locations.

In addition, ITCA collected mini-surveys at the different sites. The survey was conducted to learn a little about the types of technology American Indian youth have access to and to assess their knowledge on traditional and/or ceremonial tobacco. The goal is to do further research on whether technology can be used as a way to send culturally appropriate anti-smoking messages. A full summary report will be available soon. For more information contact Gita Bewtra at (602) 364-4279 ■

Welcome new ERDU Team members -

The UA Evaluation, Research and Development Unit have had a few personnel changes in past weeks and would like to introduce their newest team members:

- As part of the Prevention Team, Lori Prucha will be taking over school evaluations, youth access work and some of the process evaluation piece formally done by Sunshine Coffman and Steve Marks will be working on the Youth Tobacco Survey, tobacco prevention development and tobacco policy.
- Joining the Cessation and GIS teams, John Daws will be handling some of the data analysis and assisting in developing their GIS work.
- In IT, a new Database Manager, John Palko who will be taking over for Paul Rabinovich
- And in the Data Entry Department they have two new UA Students, Anisah Cross and Peter Heiman (replacing Shannon Luedke and Matt Liston).

You will see some of the new staff in your communities and at Partners' Meetings and others will be busy working behind the scenes. ERDU is happy to have each of them on their team and hope that you will welcome them to the ADHS TEPP Partners' Network as well. ■



Educating Hispanics on the dangers of "Tabaco" - aiming to reach entire families

On September 15 and 16, 2007, Mountain Park Health Center participated as exhibitor at a health fair organized by La Campesina 88.3 FM Radio at Phoenix Municipal Stadium. Attendees, mostly of Hispanic heritage seemed to be having a great time, enjoying music, games, and entertainment to the whole family. Because these families were already in a good mood and had most of their family members there, this was a good opportunity to educate them on the harmful effects of tobacco use. MPHC staff were able to do small presentations and hold Q&A sessions in which most of the children present responded "Yes, my tata or nana smokes" (my mom or dad smoke). Most of these children and parents were not aware of secondhand smoke or tobacco dangers to their health. Literature, promotional items, and tobacco cessation information was given away. Additionally, several of the family members signed up for MPHC's Spanish cessation class! In the two days MPHC staff were able to reach and educate over 900 Hispanic adults and children. ■



A Cessation Story

Pedro Montes, 52, was a smoker for 35yrs. He was smoking a pack and a half of cigarettes a day when he first attended Mountain Park Health Center's cessation classes at the Maryvale site in Phoenix. Prior to fully committing to attend the classes, Pedro was given literature and some "quit tips" by MPHC staff to assist him to cut down his smoking. Once he attended the classes, he set his quit date immediately and started using patches. By the third session, Pedro had not had a cigarette for one week. Mr. Montes completed 12 months of being smoke free in September 2007! MPHC staff recently talked to him and he continues tobacco free and is very supportive of the cessation program. ■

Working from Within

Loloma (Hello!) from the Hopi Tobacco Program's Eldon Kalemisa, Hopi Tobacco Coordinator.

Since coming on board in April, it has been a very interesting, educational, and inspirational experience to Eldon to learn where Hopi has been in the commercial tobacco campaign.

The Hopi nation was the first tribal community to endorse an ordinance such as the "50 Ft. No Smoking Resolution" (Resolution # H-068-2005), which prohibits smoking in all tribal buildings. Hopi was also the first to initiate smoke free IHS health facilities (Resolution #H-180-87), which enabled all IHS health facilities to join other service units in a smoke free environment.

Eldon has been active on Earth Day, Women's Expo, and the World "No" Tobacco Day. In June, he presented at the Hotevilla Youth Conference, and at various places in the community. "Presentations have been held at the community and nutrition centers. At these centers I presented and shared information about various topics related to tobacco with elderly from all the three villages," said Eldon.

Hopi has been working in collaboration with other Tobacco programs, including the Navajo Program, in hopes of building and demonstrating the fact that we are all on the same campaign and have the same mission, goals, and objectives. In addition to getting the word out about Pahan-viva (commercial tobacco), Eldon has been active in the community running camps and other community events to ensure that the Tobacco Program is out there walking the walk. "A lot has been going on for a one man team; it has been a challenge, but a fun challenge!...I hope that I will be successful and beneficial to our Hopi people," said Eldon.

The approach that he is taking in this campaign against commercial tobacco is to work from within. "Knowing that piiva (traditional tobacco) is an integral part of our culture and our clans, it needs to be recognized and respected within our native communities. With the State initiative in place, our Hopi tribe has to learn the true facts about commercial tobacco and how we have integrated it into our culture and ceremonies and what we are now facing with the use of pahan-viva." Eldon continued. "I believe... we can control the use of pahan-viva in our communities and our kivas. This is everyone's problem and needs to be addressed by all Hopi families, especially for Ita timuy (our children)." Contact Eldon at (928) 734-3439 or email EKalemisa@hopi.nsn.us. ■

Capacity Building Through Training

MACTUPP's Introduction to Risk and Protective Factors training focuses on the research conducted by the Search Institute and assists in identifying and developing techniques for establishing the building blocks necessary to empower youth to reject and/or delay the initiation of tobacco use and other risky behaviors. Participants will gain knowledge of what research has determined to contribute to, or protect against a child developing problem behaviors, discover techniques to stimulate positive development in youth, and explore ways to implement youth advocacy groups on campus. The next workshop will be held on **February 26, 2008**.

In their Grant Writing workshop they explore components of writing a grant proposal and ways to conduct school fund raisers to help build capacity and support tobacco use prevention programming. Participants receive valuable examples, tips, and resources. This workshop will be offered on **January 30, 2008**.

All of the trainings offered by MACTUPP are part of their Intensive School-Based Tobacco Use Prevention Program funded by ADHS-TEPP. Community-based providers may also find these trainings informative in their programming. If you are interested in attending one of our scheduled trainings or would like us to provide a training at your site, please contact Stephanie Uetrecht, Prevention Specialist at 602-372-8441 or at StephanieUetrecht@mail.maricopa.gov. ■

Basic Skills Instructor Certification Earns Continuing Education Accreditation Status

The University of Arizona HealthCare Partnership is pleased to announce an additional incentive for health and human service professionals who wish to become Basic Tobacco Intervention Skills Instructors. As of August 2007, the Basic Skills Instructor certification program has been accredited for four hours of Continuing Education Units (CEUs) through the Arizona Society for Respiratory Care, the accrediting board for respiratory therapists. Other accrediting boards that do not require pre-approval generally provide reciprocity for the hours submitted, which means that human service professionals including counselors, social workers, and oral health professionals may also be eligible for CEUs through Basic Skills Instructor certification.

The HealthCare Partnership anticipates assessing additional CEU opportunities depending on the expressed needs and professional licensures of Basic Skills Instructor participants. To make your professional needs known by achieving certification as a Basic Skills Instructor, visit www.healthcarepartnership.org or email hcpinfo@email.arizona.edu. ■



Smoke Free AZ Loophole is Now Closed

With a great deal of innovative bar owners trying to get around the new smoke-free law, the ADHS smoke-free AZ policy makers had to tighten rules. Examples of these “creative” people included a bar owner who decided to sell tobacco and rolling papers for a few dollars, and by the way, a pint of beer for an extra Quarter. Using that approach, bar owners argued that they should keep tobacco revenues and qualify for an exemption from the law as a tobacco shop. The new “Substantive Policy Statement” closing this loophole can be found at http://www.azdhs.gov/diro/admin_rules/substantivedocs/sp-086-phs-edc.pdf ■

A Note of Thanks...

Thank You to everyone who made the 5th annual, Best of the West: Training, Educating, and Collaborating on Tobacco Control conference a huge success. PowerPoint presentations may be downloaded on the CTFA website at www.tobaccofreeaz.org. There were many organizations across the state and southwest that were integral in planning this event. A special thanks to the HealthCare Partnership, Maricopa County Tobacco Use Prevention Program, Arizonans Concerned About Smoking and the Arizona Department of Health Services, Tobacco Education and Prevention Program for their significant contributions of time and talent. The next professional development forum has been scheduled for the morning of December 3rd. Topic and location still to be determined. If you have any comments or suggestions please contact Jill Gomez at jgomez@azafp.org or 602-234-0826. ■

Coming Up...

Dec. 4: ADHS TEPP Partners' Meeting

9:45 am - 3:30 pm

Mountain Preserve Reception Center



Tobacco Education and Prevention Program

be tobacco free
www.betobaccofree.org